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What Franklin owners tell you about their cars is not the enthusiasm of inexperienced motorists. Nearly 95% of all Franklin owners have previously owned other cars, and they know what they are talking about.

The FRANKLIN

20 miles to the gallon of gasoline 12,500 miles to the set of tires 50% slower yearly depreciation

(National Averages)

These are the owners' averages that have made the name Franklin synonymous with motoring economy the country over.

80% increase in production, 150% increase in demand—these figures show what motorists think of the rest of the Franklin story:

> Comfort over all roads Reliability that never varies Most miles per day

ATLANTIC MOTOR CO.

Phone Boul, 3511

Broad at Hermitage Road

Miller & Rhoads

"The Shopping Center"

Right Heartily Do We Welcome the "B. B. B."

From the very first moment of our business career we became firm believers that all forms of misleading advertising, no less than certain other business practices, were not only dishonest, and morally wrong, but most certainly would destroy confidence of the buying public, not only in the firm, or store, immediately responsible, but, in a larger degree, in the publicity of all establishments. Truthful advertising, therefore, and honest dealing became planks in our first business platform, on which we have stood to this day.

Because not all business concerns have been quite so particular in their methods, and because the need of better business has become apparent, there has been organized in Richmond, and in other cities throughout the country-

The Better Business Bureau

-Established fundamentally to protect the buying public against deception and fraud-

- -to reduce unfair competition-
- -to help honest business-
- -to reduce unjustifiable suspicion-
- -to safeguard honest money spent in honest publicity-

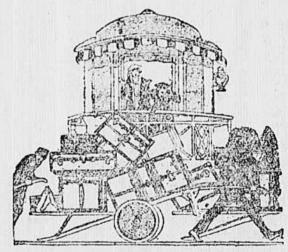
-to establish a good name for Richmond as a trade center, entitled to the confidence of the buying public in contiguous territory-

-and to provide a medium of redress, besides promote a better mutual understanding between buyer and seller.

These are some of the things the Better Business Bureau of Richmond stand for, and if they are what you stand for, Mr. Business Man, or woman, we want you to stand with us in making the Bureau a success.

Welcome to our midst, Better Business Bureau, Richmond needs you, merchants no less than the buyers, and may your great power for good be felt in the accomplishment of all that is

MILLER & RHOADS.



Summer travelers! Miller & Rhoads Suit Case, Bag or Trunk will be a credit to you in any land. Moreover, they are made for rough handling, and wear like iron. And Miller & Rhoads' Quality Luggage costs no more than the

Wardrobe Trunks from \$46.50 to \$150.00. Dress Trunks from \$18.00 up. Travel Bags from \$18.00 up. Suit Cases from \$13.50 up.

Floor Three, Central.

Rag Rugs for Summer Use

Unusual values in this special purchase of about 300 Rugs, which we will place on sale Monday morning at 9 o'clock.

Come in and look at these rugs. We feel sure that you will agree with us that they are unusual values.

Large range of sizes:

Size 24x35 inches, 9Sc. Size 25x50 inches, \$1.69. Size 30x60 inches, \$2.29.

Size 36x72 inches, \$3.39 Size 4x7 feet, \$4.95. Size 6x9 feet, \$7.95.

Size 8x10 feet, \$14.48. Floor Three, South.